

Exhibit I

(unsealed)

2009/2010 Salary Band Data

Results created from Council of PR Firms and Mercer Salary Surveys - 2008/2009

ATLANTA				
Title	MS&L Recommended Ranges	Salary Survey Results		
		Low	High	
Account Associate/Coordinator		28,500	27,000	30,000
Assistant Account Executive		35,000	33,000	36,000
Account Executive		43,000	39,000	46,000
Senior Account Executive		56,000	52,000	60,000
Account Supervisor		72,000	67,000	77,000
Senior Account Supervisor		87,000	80,500	91,200
Vice President		109,000	98,000	120,000
Senior Vice President		150,000	144,000	178,000

BOSTON				
Title	MS&L Recommended Ranges	Salary Survey Results		
		Average	Low	High
Account Associate/Coordinator		30,000	30,000	30,000
Assistant Account Executive		36,500	35,000	37,000
Account Executive		45,000	41,500	48,000
Senior Account Executive		55,500	51,000	60,000
Account Supervisor		72,000	64,000	76,000
Senior Account Supervisor		79,000	72,000	89,000
Vice President		108,500	92,500	135,000
Senior Vice President		169,000	150,000	192,000

Senior Vice President		169,000	150,000	192,000
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CHICAGO				
Title	MS&L Recommended Ranges	Salary Survey Results		
		Average	Low	High
Account Associate/Coordinator		32,000	no data	no data
Assistant Account Executive		33,500	32,000	35,000
Account Executive		40,000	35,500	42,000
Senior Account Executive		49,000	43,800	51,500
Account Supervisor		66,000	58,000	71,500
Senior Account Supervisor		80,500	74,500	85,000
Vice President		112,500	97,000	125,000
Senior Vice President		167,000	145,000	205,000
Senior Vice President		167,000	145,000	205,000

WASHINGTON, DC				
Title	MS&L Recommended Ranges	Salary Survey Results		
		Average	Low	High
Account Associate/Coordinator		32,200	30,000	34,000
Assistant Account Executive		37,000	35,000	40,000
Account Executive		43,500	40,000	46,000
Senior Account Executive		54,000	48,500	58,000
Account Supervisor		65,000	60,000	69,000
Senior Account Supervisor		83,500	72,000	92,500
Vice President		116,000	100,000	131,500
Senior Vice President		180,200	138,600	210,000

LOS ANGELES				
Title	MS&L Recommended Ranges	Salary Survey Results		
		Average	Low	High
Account Associate/Coordinator		33,200	30,000	35,000
Assistant Account Executive		36,700	35,000	38,000
Account Executive		45,600	42,000	50,000
Senior Account Executive		56,500	52,000	58,000
Account Supervisor		73,000	69,000	75,200
Senior Account Supervisor		87,500	80,000	95,000
Vice President		110,000	100,000	127,500
Senior Vice President		178,000	155,000	200,000

NEW YORK

Title	MS&L			
	Recommended Ranges		Salary Survey Results	
		Average	Low	High
Account Associate/Coordinator		33,000	30,000	35,000
Assistant Account Executive		37,500	36,600	39,100
Account Executive		45,000	43,000	50,000
Senior Account Executive		60,000	54,000	63,000
Account Supervisor		71,000	65,000	75,000
Senior Account Supervisor		87,000	79,500	95,000
Vice President		125,000	110,000	140,000
Senior Vice President		185,000	162,000	211,000

SAN FRANCISCO				
Title	MS&L Recommended Ranges			
	Salary Survey Results			
		Average	Low	High
Account Associate/Coordinator		37,500	36,000	38,000
Assistant Account Executive		40,000	37,500	42,500
Account Executive		51,000	45,000	55,000
Senior Account Executive		60,000	56,000	64,000
Account Supervisor		80,000	73,500	86,500
Senior Account Supervisor		94,000	85,000	104,000
Vice President		125,000	115,000	136,000
Senior Vice President		190,000	155,000	225,000

MSLGroup Salary Benchmark Data
Data Reported in 2010

BOSTON

Title	MSLGroup Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		-	35,000	42,000
AAE		34,250	37,500	39,000
AE		42,125	45,500	47,600
SAE		47,000	54,500	57,000
AS		63,125	69,000	75,000
SAS		79,000	85,000	86,000
VP		94,000	105,000	125,000
SVP		140,000	150,000	178,000

MSLGroup Salary Benchmark Data
Data Reported in 2010

ATLANTA

Title	MSLGroup Recommended Ranges	25th Percentile	50th Percentile	75th Percentile
AA		No data	No data	No data
AAE		35,000	36,000	38,500
AE		40,000	42,000	44,000
SAE		50,000	55,000	60,000
AS		68,000	71,000	73,000
SAS		76,000	81,500	85,000
VP		96,500	103,000	114,000
SVP		158,000	163,000	170,500

MSLGroup Salary Benchmark Data Data Reported in 2010					
CHICAGO					
Title	Years of Experience (Estimate)	MSLGroup Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA	Entry Level		28,000	32,000	33,000
AAE	9 – 18 months		32,000	36,000	38,000
AE	2 – 4 years		40,000	42,000	44,000
SAE	4 – 6 years		49,000	52,000	55,000
AS	6 – 8 years		59,500	65,500	73,000
SAS	8 – 9 years		74,000	85,000	98,000
VP	9 – 12 years		99,000	116,000	126,000
SVP	12+ years		140,000	171,000	190,000

MSLGroup Salary Benchmark Data
Data Reported in 2010

LOS ANGELES

Title	MSLGroup Recommended Ranges	25th Percentile	50th Percentile	75th Percentile
AA		No data	No data	No data
AAE		35,000	37,000	41,000
AE		44,000	46,000	50,000
SAE		52,000	60,000	68,000
AS		66,000	71,000	80,000
SAS		82,000	90,000	100,000
VP		105,000	118,500	133,000
SVP		130,000	150,000	185,000

**MSLGroup Salary Benchmark Data
Data Reported in 2010**

SAN FRANCISCO

Title	MSLGroup Recommended Ranges	25th Percentile	50th Percentile	75th Percentile
AA		No data	No data	No data
AAE		37,500	40,000	43,000
AE		44,000	48,000	50,000
SAE		56,000	63,000	68,000
AS		73,500	80,000	84,000
SAS		82,000	98,000	116,000
VP		110,500	120,000	142,000
SVP		155,000	185,000	198,500

MSLGroup Salary Benchmark Data
Data Reported in 2010

SEATTLE

Title	MSLGroup Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AC		30,000	31,000	33,000
AAE		37,000	38,500	40,000
AE		43,000	45,000	50,000
SAE		55,000	56,000	57,000
AS		60,000	62,000	65,000
SAS		71,000	78,500	85,000
VP		82,000	85,500	112,000
SVP		140,000	150,000	160,000

MSLGroup Salary Benchmark Data
Data Reported in 2010

NEW YORK

Title	MSLGroup Recommended Ranges	25th Percentile	50th Percentile	75th Percentile
AA		33,000	35,000	40,000
AAE		36,000	38,000	42,000
AE		43,000	45,000	50,000
SAE		54,000	60,000	65,000
AS		69,500	75,000	80,000
SAS		84,000	90,000	103,000
VP		110,000	125,000	140,000
SVP		145,000	170,000	195,000

MSLGroup Salary Benchmark Data
Data Reported in 2010

WASHINGTON, DC

Title	MSLGroup Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		-	32,000	34,000
AAE		36,000	38,000	40,000
AE		42,000	44,000	46,500
SAE		49,500	55,000	62,000
AS		56,000	65,000	75,000
SAS		70,000	82,000	95,000
VP		103,000	113,500	135,000
SVP		142,000	175,000	210,000

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MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

BOSTON

Data reported by the Council of HR Firms

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		30,000	30,000	34,500
AAE*		36,000	42,000	44,000
AE*		44,000	45,000	47,600
SAE*		50,000	54,500	66,000
AS*		60,000	66,500	78,000
SAS*		76,000	82,500	91,000
VP		91,500	100,000	123,500
SVP		161,000	170,000	178,000

***MSLGROUP Americas recommended range has been increased based on market data.**

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2010

ATLANTA

NO UPDATED DATA FOR 2011 FROM COUNCIL OF PR FIRMS

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		No data	No data	No data
AAE		35,000	36,000	38,500
AE		40,000	42,000	44,000
SAE		50,000	55,000	60,000
AS		68,000	71,000	73,000
SAS		76,000	81,500	85,000
VP		96,500	103,000	114,000
SVP		158,000	163,000	170,500

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

CHICAGO

Data reported by the Council of PR Firms

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		28,000 / no data reported in 2011	32,000 / no data reported in 2011	33,000 / no data reported in 2011
AAE		33,000	34,000	37,000
AE		38,000	40,000	43,000
SAE		45,000	48,000	53,000
AS		60,000	65,000	70,000
SAS		75,000	80,000	90,000
VP		97,000	115,000	130,000
SVP		150,500	169,000	190,000

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

LOS ANGELES

Data reported by the Council of PR Firms

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		33,000	33,500	35,500
AAE		37,000	38,000	39,500
AE		43,000	45,000	46,500
SAE*		55,000	58,000	62,000
AS *		69,000	74,500	83,400
SAS*		80,000	85,000	96,000
VP*		110,500	121,000	140,000
SVP*		149,500	175,000	195,000

*MSLGROUP Americas recommended range has been increased based on market data.

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

SAN FRANCISCO

Data reported by the Council of PR Firms

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		36,000	37,000	39,000
AAE		39,000	40,000	41,000
AE*		45,000	48,000	52,000
SAE*		55,000	60,500	68,000
AS*		75,000	83,500	92,000
SAS*		85,000	95,000	123,000
VP*		107,000	123,000	136,000
SVP*		165,000	192,000	200,000

*MSLGROUP Americas recommended range has been increased based on market data.

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

SEATTLE

Data reported by the Council of PR Firms

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AC		30,000	30,000	32,000
AAE		35,000	35,000	35,000
AE*		42,000	43,500	44,500
SAE		53,000	55,000	58,000
AS *		64,500	67,000	70,000
SAS*		74,000	75,000	80,250
VP *		90,000	95,000	100,000
SVP		127,500	155,000	170,000

*MSLGROUP Americas recommended range has been increased based on market data.

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

NEW YORK

Data reported by the Council of PP Eros

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA*		30,000	33,000	36,000
AAE *		38,000	39,000	40,500
AE		44,000	47,000	50,000
SAE*		55,000	60,000	67,000
AS		68,500	75,000	80,000
SAS		82,000	92,000	105,000
VP*		110,000	125,000	142,500
SVP		160,000	190,000	220,000

***MSLGROUP Americas recommended range has been increased based on market data.**

MSLGROUP Americas Salary Benchmark Data
Data Reported in 2011

WASHINGTON, DC

Data reported by the Council of PR Firms

Title	MSLGROUP Americas Recommended Ranges	25 th Percentile	50 th Percentile	75 th Percentile
AA		32,000	32,000	37,000
AAE		32,000	38,000	40,000
AE		42,000	44,000	50,000
SAE*		48,000	52,000	59,000
AS		62,000	70,000	75,000
SAS*		72,000	85,000	95,000
VP*		100,000	114,000	137,500
SVP		145,450	170,000	210,000

*MSLGROUP Americas recommended range has been increased based on market data.

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